

Message Text

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PAGE 01 BUDAPE 01308 221445Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----230333Z 068470 /61

R 221257Z APR 77
FM AMEMBASSY BUDAPEST
TO USDOC WASHDC
INFO SECSTATE WASHDC 8352
AOMBASSY PRAGUE
AMEMBASSY VIENNA

UNCLAS BUDAPEST 1308

VIENNA FOR EWTSO/VONTILLIUS

EO 11652: N/A
TAGS: BEXP HU
SUBJECT: AGROMASEXPO '77: CLOSING CABLE

REF: BUDAPEST 1228

1. AGROMASEXPO '77.
2. BUDAPEST, HUNGARY, APRIL 15-20, 1977
3. A. SIX EXHIBITORS SEEKING AGENTS/DISTRIBUTORS.
 1. NONE APPOINTED/S
 2. ONE UNDER NEGOTIATION.RN B. FOUR EXHIBITORS SEEKING JOINT VENTURES.
 1. FOUR UNDER NEGOTIATION.C. FIVE COMPANIES SEEKING LICENSES.
 1. FOUR UNDER NEGOTIATION.

4. FLOOR SALES AT EXHIBITION: \$375,000. TWELVE
MONTH SALES PROJECTIONS: \$4,773,000.

5. NUMBER OF REGISTERED VISITORS: 135,000 (NOTE:
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PAGE 02 BUDAPE 01308 221445Z

FIGURE IS FOR THE FOUR SIMULTANEOUSLY HELD TRADE FAIRS.
IMPOSSIBLE TO DETERMINE TOTAL NUMBER OF VISITORS AT
AGROMASEXPO '77.

6. OUTSTANDING SUCCESSES:
 - A. DEC INTERNATIONAL CONCLUDED SALE OF DAIRY
EQUIPMENT FOR RESEARCH INSTALLATION FOR \$300,000#

DEC EXPECTS THAT AT LEAST TEN FARMS WILL PURCHASE EQUIPMENT DURING 1977. TOTAL SKEAES IN HUNGRY OVER THE NEXT YEAR SHOULD APPROACH \$2 MILLION. SERIOUS NEGOTIATIONS HELD BETWEEN DEC AND DELEGATION FROM CZECH MINISTRY OF AGRICULTURE. DEC EXPECTS CZECH SALES IN 1978.

B. ALLIS CHALMERS HELD NEGOTIATIONS WITH MEZOGEPSTOSZT FOR COUNTER PURCHASING AGREEMENTS. ARRANGEMENTS SHOULD BE CONCLUDED WITHIN NEXT SIX MONTHS. AC REP STATED THAT THROUGH PARTICIPATION IN

AGROMASEXPO AC HAS BEEN ABLE TO PENETRATE A MARKET WITH STRONG POTENTIAL.

NP C. RICKEL MANUFACTURING EXPECTS TO SELL SELF PROPELLED FERTILIZER APPLICATOR TO GDR. ORDER SHOULD BE CONCLUDED FOLLOWING NOVI SAD FAIR. DISCUSSIONS BETWEEN RICKEL AND CZECH DELEGATION INDICATE THAT CZECHS PLAN TO PURCHASE 30 APPLICATORS OVER NEXT 18 MONTHS.

7. TOTAL NUMBER OF EXHIBITORS:

- A. NTM 9
- B. OTM 6
- C. FULLY ATTENDING PRIMARY OBJECTIVE: 7
- D. PARTIALLY ACHIEVING PRIMARY OBJECTIVE: 7
- E. FAILING TO ACHIEVE PRIMARY OBJECTIVE: 1

8. DETAILED REPORTS TO FOLLOW.

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PAGE 03 BUDAPE 01308 221445Z

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NNN

Message Attributes

Automatic Decaptioning: X
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Sent Date: 22-Apr-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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SAS ID: 2729552
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Subject: AGROMASEXPO \77: CLOSING CABLE
TAGS: BEXP, HU
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